

ATTACHMENT 2

- 1. The Concept Proposal targets an environmental protection or water quality problem identified in an existing watershed plan, State Water Resources Control Board and Regional Water Quality Control Board plan, and/or CALFED Drinking Water Quality Program Plan; and/or addresses a stated objective of the CALFED Watershed Program Plan.**

Last year the San Joaquin River Parkway & Conservation Trust (Trust) launched a capacity building outreach program called “*This River Is Our River*” (“TRIOR”) with a CALFED watershed 2001 grant in collaboration with The Bay Institute (TBI). About the same time, TBI launched the Bay-Delta Ecological Scorecard project to track the ecological health of the San Francisco Bay-Delta-Rivers ecosystem. With this concept proposal we seek to continue the partnership that began with TRIOR. The Trust will continue in its role conducting public opinion research, this time in the areas of the watershed not previously surveyed, and will pursue additional in-depth work using focus groups to better understand some cultural diversity challenges that cannot be detected with random telephone interviews. TBI will concurrently develop an Ecological Scorecard specific for rivers in the San Joaquin River watershed.

There are enormous investments in the restoration of the San Francisco-Bay-Delta-Rivers system underway, concurrent with the threats to the system from population, development, invasive species, and associated pressures. The Ecological Scorecard, composed of quantitative measures that track changes in important watershed characteristics over time, is an important tool for increasing coordination and efficiency of data collection efforts, thus fostering improved watershed monitoring and assessment protocols. The Ecological Scorecard, in combination with a strategic communications program such as TRIOR, addresses one of the fundamental challenges of conducting education and outreach in the watershed. In the baseline polling for TRIOR, conducted in February 2003, we learned that while the public knows generally that the river is very important, they are unaware of its condition. They also express a strong sense of feeling disenfranchised, that people within the watershed have no influence on how rivers—and their waters—are managed. The challenges of attaching the public’s general feelings about the San Joaquin River to specific values and then creating a sense of urgency to encourage greater community involvement is currently being addressed in TRIOR. The blending of tools identified in TRIOR with the technical information being developed through the Scorecard creates an unprecedented opportunity to craft and disseminate a critical education and outreach program that will build support for watershed protection and restoration through heightened public awareness of the aquatic communities that define and sustain our communities.

In *This River is Our River- Phase 2* (TRIOR2), staff of the two organizations will collaborate fully on both efforts. The projects ultimately will come together in a workshop to be held towards the end of the project as a means of conveying our work to agencies, organizations, and educators in the watershed. Our goal is to increase the overall knowledge-base for assessing watershed health and demonstrating how strategic

communications techniques can be used to transfer technical information to the public in a way that is generally understood, thus ensuring that outcomes of the investment by CALFED are sustained within these organizations. This project therefore meets three of the stated objectives of the CALFED Watershed Program Plan: to “facilitate and improve coordination, collaboration, and assistance among government agencies, other organizations, and local watershed groups,” “develop monitoring and assessment protocols,” and “support education and outreach.”

2. The Concept Proposal addresses pollutants of concern for an impaired (303(d) listed) water body, implementation of Total Maximum Daily Loads, and/or NPS Management Measures, and/or CALFED Drinking Water Quality Program priorities, and/or CALFED Watershed Program Plan priorities.

In a speech at the October 2001 State of the Estuary Conference in San Francisco, John Wise, who had recently retired from the U.S. Environmental protection Agency, noted, “The major overarching opportunity facing the San Francisco Estuary is to re-engage the public in an active program to ensure that the long-term integrity of the Estuary ecosystem is sustained for future generations.”

TBI and the Trust aim to inspire this engagement by blending new tools with proven tools and techniques, then training others how to do the same. The desired outcome is that those reached by this project will gain a greater depth of understanding about the complexity of the San Joaquin River Basin and its condition, a heightened awareness of the impacts of each individual’s actions on the river, and a greater understanding of the opportunities and threats that face the San Joaquin. The key to public re-engagement is clear and consistent communication of river and watershed messages that are accessible to non-practitioners.

3. The Concept Proposal includes a technically or scientifically sound and effective means of preventing degradation of water quality and/or restoring water quality, and is capable of sustaining water quality benefits, and/or implements the CALFED Drinking Water Quality Program Plan, and/or implements the CALFED Watershed Program Plan.

The assessment tools the Scorecard is developing provide a means to measure improvements in the CALFED solution area in the areas of water quality, ecosystem condition, and drinking water quality. The outreach that brings the Scorecard to watershed groups, management agencies, and other organizations builds capacity for improved watershed management.

The public opinion research will be conducted by the same professional public opinion research firm that has been working on TRIOR. Their work will include a definition of survey goals, the survey area and a survey sample size that will ensure the polling will be statistically sound. The survey will be designed to be as representative of the population as possible, using random digit-dialing for telephone interviews, with a low margin of error.

4. **The Concept Proposal provides measurable water quality improvements, watershed improvements, and/or improvements in local community capacity to conduct effective watershed management, and includes useful measures of effectiveness that can be used to evaluate success in achieving both project and overall watershed goals.**

The public opinion research will replicate the survey conducted in Fresno and Madera counties in February 2003. The polling was limited to those two counties because it was tied to a media buy, and the available funding for media buys only accommodated the Fresno market. TRIOR2 does not include a line item for media purchases and therefore we do not anticipate needing to reduce the sample area in this phase. Gaining data from the remaining counties in the watershed would provide important additional information on any geographic differences that could influence a growing watershed-level communications program.

The final Scorecard products will include layers of information for the public, decision makers, and scientists. The first level, aimed at the public, includes a simple presentation of the scores, brief explanatory text, ideas for public involvement, and links to additional resources. The next level, aimed at decision makers, includes a somewhat more detailed presentation of the indicators that compose each index. The final level will be a document with data, methods, and rationales for scoring to substantiate the approach and provide explanatory material for use by the scientific community and specific information for managers tasked with correcting ecosystem impairment.

Through the collaboration with the Trust, all of the Scorecard materials will be actively utilized.

5. **The Concept Proposal enhances collaboration and coordination among multiple stakeholders, and contributes to more effective water quality and/or watershed management.**

The development of the Scorecard includes outreach to and input from state and federal resource agencies whose mandate includes the San Joaquin River basin. These agencies collect and maintain many of the data sets that are being used in the development of the Scorecard. Further, directors and staff members of these agencies are one of the target audiences, so communication with them improves the likelihood that the rationale for the Scorecard is understood. Lastly, we are communicating with these agencies about the methodologies used to develop the Scorecard to seek their feedback and ensure the Scorecard's use by this community.

Once the Scorecard is developed, the goal is to help others utilize it. This can be done simply by training agencies and organizations within the watershed on how to use the Scorecard. However, coupled with public opinion research, we will be able to help agencies and organizations bridge a gap in being able to communicate technical information to the public. The goal is for watershed entities to learn how to use both sets

of tools and start to build their capacity to deliver consistent, effective communications about the river and its environs to a multicultural audience.

Capacity building within the watershed is all about coordination and collaboration. As the saying goes, “many hands make light work.” If the Trust and TBI can offer other organizations access to some new and proven techniques, then there will be that many more organizations communicating effectively, clearly, and consistently, raising a sense of urgency to protect our vital public resources for future generations.

6. The Concept Proposal provides benefits to the local community and describes how the benefits will be distributed equitably.

TRIOR2 targets a specific region for creating local watershed-level messages specific to the San Joaquin River that can be used to facilitate community capacity building as a means of attaining support for long-term watershed management and river restoration programs. To successfully implement TRIOR2, the Trust is working in partnership with The Bay Institute of San Francisco, San Joaquin River Management Program (SJRMP), and *Radio Bilingue*. With 44% of the valley Latino and 7% Asian, a number of languages must be used for effective outreach to all communities within the valley. Therefore, public opinion surveys will be conducted in English and Spanish, while outreach materials and media products will be developed in English, Spanish, and appropriate Asian languages for the valley.

We are initiating partnerships to incorporate the Scorecard into outreach activities in the watershed and to develop a geographically and culturally diverse network of organizations that will help to distribute the Scorecard. The CALFED Watershed funding sought will support TBI’s partnership with the Trust to conduct this outreach in the San Joaquin River basin. We will communicate with community organizations with an environmental and/or public health focus to seek their input on the format and language used in the Scorecard to ensure that the concepts it presents are easily comprehensible. We will also identify organizations that represent diverse perspectives, expertise, and communities. Our outreach goal is to develop a network of organizations to reflect the diversity of the Scorecard’s potential audiences, its geographic scope, and the subject matter. We will cultivate partnerships with organizations that serve non-English language communities to involve these organizations in the development, translation, and distribution of the Scorecard. We hope to build these organizations’ capacities for engaging in watershed education and to foster the dialogue that will ensure that our broader policy work addresses concerns brought to our attention from diverse communities. As discussed above, we also plan to hold a workshop that addresses both how to use the Scorecard’s indices on a technical level and also how its results can be effectively communicated to the public and the media given what we learn from the public polling.